

## CLAIMS

1           1.     A hair coloring applicator, comprising:  
2           a housing;  
3           a brush, wherein the brush rotates relative to the housing; and  
4           a hair coloring material holder, wherein the holder is positioned such that hair  
5 coloring material held by the holder can contact the brush;  
6           wherein the housing includes at least one opening for receiving at least one strand of  
7 hair and placing the at least one strand of hair in contact with the brush.

1           2.     The hair coloring applicator of claim 1, wherein the brush is generally annular.

1           3.     The hair coloring applicator of claim 1, wherein the brush comprises a support  
2 and at least one of the group consisting of bristles, napped material and absorbent material  
3 arranged on the support.

1           4.     The hair coloring applicator of claim 1, wherein the brush comprises a support  
2 and at least one of the group consisting of bristles and napped material arranged on an outer  
3 surface of the support, and wherein the bristle or nap of the brush is angled away from a  
4 direction of rotation of the brush.

1           5.     The hair coloring applicator of claim 2, wherein the brush comprises a support  
2 and at least one brush element mounted to the support, and a biasing mechanism that biases  
3 the at least one brush element away from the support into contact with hair coloring material  
4 held by the holder.

1           6.     The hair coloring applicator of claim 5, comprising at least two said brush  
2 elements mounted to the support.

1           7.     The hair coloring applicator of claim 5, wherein the at least one brush element  
2 includes a mounting surface movable relative to the support, and the at least one brush  
3 element comprises at least one of the group of napped material and absorbent material  
4 provided on the mounting surface.

1           8.     The hair coloring applicator of claim 1, wherein the holder for hair coloring  
2 material is provided at a first location relative to the housing, the applicator further  
3 comprising:

4           a motor having a shaft, the brush being driven rotationally in response to rotation of  
5 the shaft; and

6           a deflector movably coupled relative to the housing at a second location which is  
7 spaced from the first location so as to contact the brush at the second location, the deflector  
8 defining a hair channel in the housing at the second location between an inlet into the  
9 housing and an outlet from the housing,

10          whereby rotation of the brush causes hair coloring material from a supply held in the  
11 holder at the first location to be transferred to any hair disposed in the hair channel at the  
12 second location.

1           9.     The hair coloring applicator of claim 1, further comprising at least one device  
2 that applies a hair coloring material to the brush.

1           10.    The hair coloring applicator of claim 9, further comprising a biasing  
2 mechanism that biases a hair coloring material dispensing cartridge positioned in the hair  
3 coloring material holder towards the brush to keep a hair coloring material contained in the  
4 hair coloring material dispensing cartridge in contact with the brush.

1           11.    The hair coloring applicator of claim 10, wherein the biasing mechanism  
2 comprises a spring.

1           12.    The hair coloring applicator of claim 10, wherein the biasing mechanism  
2 comprises a threaded rod.

1           13.    The hair coloring applicator of claim 10, wherein the biasing mechanism  
2 comprises a compressible material.

1           14.    The hair coloring applicator of claim 9, wherein the at least one device that  
2 applies a hair coloring material to the brush comprises a plurality of guides that position a  
3 hair coloring material dispensing cartridge so that the brush contacts the hair coloring  
4 material contained in the hair coloring material dispensing cartridge.

1           15.    The hair coloring applicator of claim 9, wherein the at least one device that  
2 applies a hair coloring material to the brush comprises at least one aperture in the housing for  
3 receiving a hair coloring material and allowing the hair coloring material to contact the  
4 brush.

1           16.    The hair coloring applicator of claim 15, further comprising a flange coupled  
2 to the housing proximate to the aperture and configured to support a container capable of  
3 storing hair coloring material.

1           17.    The hair coloring applicator of claim 1, further comprising a deflector  
2 movably coupled to the housing for placing at least one strand of hair in contact with the  
3 brush.

1           18.    The hair coloring applicator of claim 17, wherein the deflector comprises a  
2 substantially flat inside surface.

1           19.    The hair coloring applicator of claim 17, wherein the deflector is biased  
2 toward the brush.

1           20.    The hair coloring applicator of claim 17, further comprising an operating  
2 mechanism that operates both the deflector and a motor that drives the brush.

1           21.    The hair coloring applicator of claim 20, wherein the operating mechanism is  
2 biased to a position whereby the deflector is closed and the motor is off.

1           22.    The hair coloring applicator of claim 1, further comprising a motor having a  
2 shaft that rotates the brush.

1           23.    The hair coloring applicator of claim 22, further comprising a gear assembly  
2 configured to couple the shaft of the motor to the brush.

1           24.    The hair coloring applicator of claim 22, further comprising a power source.

1           25.    The hair coloring applicator of claim 24, wherein the power source is at least  
2 one battery.

1           26.    The hair coloring applicator of claim 1, wherein the hair coloring material  
2 holder comprises a container releasably coupled to the housing.

1           27.    The hair coloring applicator of claim 26, wherein the container is squeezable.

1           28.    The hair coloring applicator of claim 26, further comprising a plunger.

1           29.    The hair coloring applicator of claim 1, further comprising a braking  
2 mechanism that substantially prevents the at least one strand of hair from traveling  
3 backwards through the at least one opening.

1           30.    The hair coloring applicator of claim 29, wherein the braking mechanism  
2 comprises at least one lever arm coupled to the housing.

1           31.    The hair coloring applicator of claim 29, wherein the braking mechanism  
2 comprises at least one off-centered wheel.

1           32.    The hair coloring applicator of claim 29, wherein the braking mechanism  
2 comprises at least two juxtaposed wheels.

1           33.    The hair coloring applicator of claim 1, wherein the brush is rotatably mounted  
2 in the housing.

1           34.    The hair coloring applicator of claim 1, wherein the brush is seated within the  
2 housing below a cover.

1           35.    The hair coloring applicator of claim 1, wherein the hair coloring material  
2 holder is positioned such that hair coloring material held by the holder can contact the brush  
3 within the housing.